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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously presented) A network system having a server system connectable to a client PC via the Internet and to a POS system having a POS terminal device, the POS terminal device having at least a display device and a printing device, said network system comprising:

a first server providing:

(a) means for storing an application page containing an advertising placement application form;

(b) means for sending the application page containing the application form to the client PC in response to a request from the client PC;

a second server, separate from the first server, providing:

(c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form;

a central computer, separate from the first and second servers, providing:

(d) means for distributing specific data in the input information to a POS system in a specified area specified by the client PC; and

the second server providing:

(e) control means for controlling printing the advertising placement information on the POS system receiving the distribution.

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2. (Original) A network system as described in claim 1, further comprising:

(f) means for calculating an advertising placement fee based on the input information;

(g) means for storing and sending the calculated fee information to the client PC that returned the advertising placement application; and

(h) means for confirming fee payment.

3. (Original) A network system as described in claim 1, further comprising a plurality of POS systems installed in a plurality of branches or subscriber stores of a chain store.

4. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one place name from among a plurality of names of places or area where the branches or subscribers exist.

5. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of one or more chain stores where an advertisement can be placed.

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6. (Original) A network system as described in claim 3, wherein the application page enables selection by the client PC of at least one branch store name or subscriber store name from among a plurality of branch store names or subscriber store names where an advertisement can be placed.

7. (Original) A network system as described in claim 1, wherein the application page enables specification of one or more conditions restricting advertising placement.

8. (Original) A network system as described in claim 7, wherein the application page enables specification of an advertising period for advertising placement as one of the conditions.

9. (Original) A network system as described in claim 7, wherein the application page enables specification of a number of pages printed for advertising placement as one of the conditions.

10. (Original) A network system as described in claim 7, wherein the application page enables specification of a time period in a day for advertising placement which as one of the conditions.

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11. (Original) A network system as described in claim 1, wherein the application page enables specification of a target for whom the advertising information is presented.

12. (Original) A network system as described in claim 1, wherein the POS system has at least one POS terminal with a printer for printing receipts, and advertising information is printed on the front or back side of a receipt.

13. (Original) A network system as described in claim 1, wherein the POS system has at least one POS terminal with a customer display device and a printer for printing receipts, and advertising information is printed on a receipt and indicated on the display device.

14. (Original) A network system as described in claim 1, wherein means (d) for distribution to said one or more POS systems comprises a central computer that integrally controls the POS systems.

15. (Original) A network system as described in claim 1, wherein said POS system or central computer is connected to the server system via the Internet.

16. (Currently Amended) An advertising information receiving and placement processing method for a network system, the network system having a server system connectable to a client PC via the Internet and to a POS system having a POS terminal device, the POS terminal device having at least a display device and a printing device, said processing method comprising:

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(a) sending an application page containing an advertising placement application form in response to a request from the client PC with a first server of the server system;

(b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form with the first server;

(c) calculating an advertising fee based on the input information with a second server of the server system, which separate form the first server;

(d) sending to the client PC a payment specification form containing the calculated fee with the first server;

(e) confirming fee payment with the second server;

(f) registering in the POS system advertising information for which payment has been confirmed with a central computer, which is separate ~~form~~ from the first and second servers; and

(g) outputting advertisement by means of the printing device.

17. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (e) includes confirming credit card validity.

18. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprising sending specific information in the input information to the POS system specified by the input information.

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19. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises confirming a corresponding POS system from a desired advertising area specified by the input information, and sending specific information in the input information to the confirmed POS system.

20. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises distributing the advertising information by a central computer connected to a plurality of POS systems.

21. (Original) An advertising information receiving and placement processing method as described in claim 16, wherein step (f) comprises sending specific information in the input information to said POS system via the Internet.

22. (Previously presented) A computer-readable storage medium having computer-readable program code embodied therein for recording steps and executable on a processor, the steps comprising:

(a) sending an application page containing an advertising placement application form in response to a request from the client PC with a first server of the server system;

(b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form with the first server;

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(c) calculating an advertising fee based on the input information with a second server of the server system;

(d) sending to the client PC a payment specification form containing the calculated fee with the first server;

(e) confirming fee payment with the second server;

(f) registering in the POS system advertising information for which payment has been confirmed with a central computer; and

(g) outputting advertisement by means of the printing device.

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23. (Previously Presented) A network system having a server system connectable to a client PC via the Internet and to a POS terminal device having at least a printing device for printing a receipt or ticket, said network system comprising:

a first server providing:

(a) a storage unit for storing an application page containing an advertising placement application form;

(b) an application management unit for sending the application page containing the application form to the client PC in response to a request from the client PC;

(c) a storage unit for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form; and

a central computer providing:

(d) an information distribution managing unit for distributing specific data in the input information to a POS terminal device specified by the client PC;

wherein the POS terminal device to which the specific data is distributed prints the advertising placement information when issuing a receipt or ticket.

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